Exhibitions, Mr. Dorman Says, Supply First Night Audiences for Manufacturers of Vehicles.

By F. D. Dorman, Secretary of the

United States Motor Company. New persons recognize the real value of the great automobile shows, which are held annually in New York and other large cities, but their importance as an aid in marketing a manufacturer's output, stimulating public interest in automobiles and promoting a healthy atmosphere in the trade, is fully realized by the manufacturers. The shows have many benefits beyond those which are apparent to every

These exhibitions have become a necessary adjunct to the energy of year round production and sale. They are anticipated long in advance, and the preparatory work absorbs part of the energy of every department. When ready for public ylew they represent and reflect the best efforts of the muhufacturing, advertising and

Thousands of persons who never miss an automobile show give expression to opinions or choices concerning various matters of design, and these shows have become to automobile manufacturers very much the same as a first night audience is to a new play. Spontaneous approval or disapproval is given. Much of what the public likes will stand the text of time. Some of their preferences do not. But the general trend of sentiment seems to com- General Motors Company, Locomobine with tendencies of design.

shows have been a strong factor in determining the practices that exist to-day. Certainly the unsuppliable demand for space in these exhibitions indicates that they have a definite value above the mere display or sale of cars. The rapid strides commercial vehicle section of the Garden of the industry have been due in a large show experience. Many of the products of modern automobile building are old examples of the mechanics' skill applied in a new way or toward a new purpose. Some of the manufacturers have introduced ideas that are distinctly their own, but in order to preserve them to themselves they were obliged to withhold them until the show so that the alert competitor might not appropriate them.

General Motors Company.

The General Motors Company. measure to the interchange of ideas and

stead of pointing out a few manufacturers who have standardized and refined their products to the greatest degree consistent with utility, good practice, and comfort.

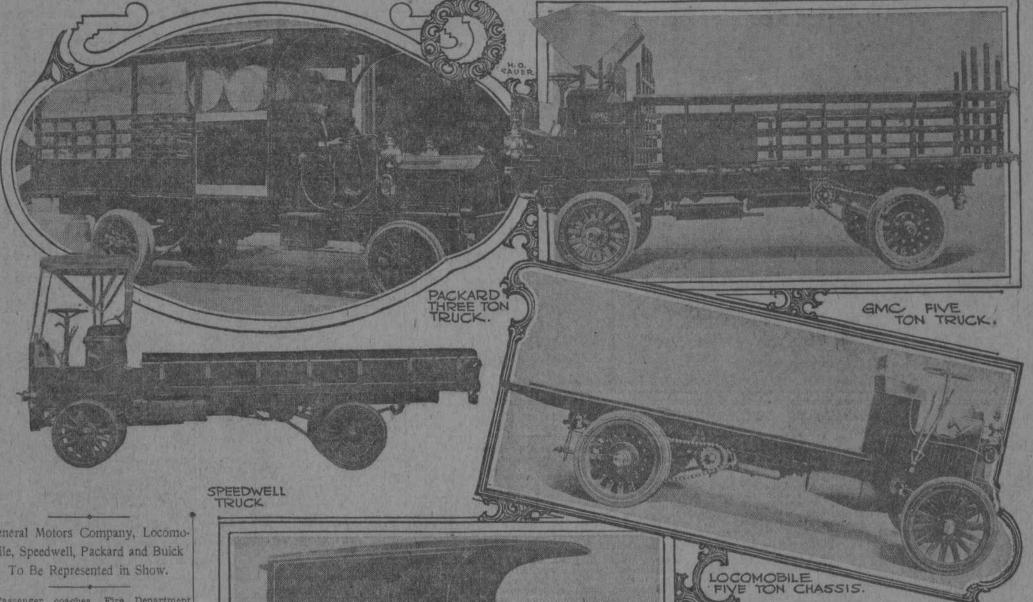
The shows also are taking on added in terest as a convention of dealers. The first time, it is of the manufacturers meet practically every large dealer in this part of the country, in addition to having dealers in attendance at the show they have the advantage of retail buyers coming to the manufacturer, makead of the manufacturer, makead of the manufacturer, makes of the country shown to going after the buyers coming for the buyers. The manufacturer, makes of the country show of prospective motorists few manufacture and the desier appreciate the shows which the prospective motorists few manufactures are that are gathered under one roof.

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AUTOMOBILES.

Garden Show

Passenger Coaches, Fire Wagons and Delivery Cars To Be Shown SYSTEM SAVES IN



No competent person can deny that the bile, Speedwell, Packard and Buick

General Motors Company.

propriate them.

However, modern automobile construction has advanced to such an extent that changes are slight in their nature, and in-

AUTOMOBILES.

NOISE indicates wasted energy

SILENCE means conserved power

and wear and tear-

and minimum wear

The silent worm gear drive

is not new. It has seen ten years of successful service in Eng-

land. In the Pierce-Arrow Truck it carries the confidence of the

The worm wheel and worm shaft, generally known as worm gear con-

struction, employed in the Pierce-Arrow Truck, are warranted to fulfil

their functions for one year from date of shipment, under normal service.

THE PIERCE-ARROW MOTOR CAR COMPANY, BUFFALO, N. Y.

manufacturer in this definite guarantee:-

AUTOMOBILES.

DELIVERY WAGON.

AUTOMOBILES.

F. R. Humpage Shows How Modern Methods Have Forced Prices Downward and Qualities Upward.

By F. R. Humpage, Vice President E. H. Thomas Motor Car Company.

The bell has been rung on the frenzien manufacturing methods practised by many automobile factories in the days when success was simply a question of getting out the cars. The automobile builder of to-day must employ the same methods, the same careful scrutiny of expense and the same economies that are in vegue in every manufacturing success.

The materials entering into the makeup of a motor car are many and varied. Experience is the prime factor in the successful assembly of materials and accessories. Gone are the days when a salesman could walk into a plant and cheerfully tell the purchasing agent that on such and such a date he could give him one-half the quantity of castings he had specified, and that such a condition has now come about speaks volumes for the continuance of the automobile industry as a profitable manufacturing proposition. For, naturally, the owner paid the freight on all the poor materials bought at a high price. Extravagances m manufacture were always added to the ultimate price of the car.

car could have been sold for under the old methods.

Things are so systematized that the closest watch is kept in every department, and the most economical methods of manufacture are made possible. At the same time more rigid tests for quality are applied so that nothing which is not absolute it was attentions. absolutely up to standard can get past the inspectors.

This is where the owner benefits. Com-

petition forces quality up and economica manufacturing methods force the ulti-mate price down.

—one on each side—which are designed for use where conditions will not permit of the truck being backed in. The other complete vehicle is a four ton, standard express body truck.

The motor is under the seat, so designed as to make all units accessible. Waterproof is used for the linings of many of the newest cars; it is in all of the most effected solid colors, and some very preity unabirusive stripes.

The seat is hinged from the chassis and of the new transfer in either direction, making effected solid colors, and some very pretty adjustments as easy as on a pleasure car. The motor may be removed, if necessary, without taking off the radiator, which cannot be done when the motor is under the hood.

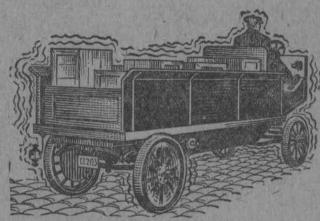
The one finger mitten of leather, with the elastic web wrist, is liked by most drivers. It is lined with eiderdown and the motor is under the hood.

Buick.

The Buick exhibit will feature a delivery wagon, for which excellent service is claimed. Different bodies for limousines are very elaborate in cutting and style, and the corner and side lights are also made to match them.

AUTOMOBILES.

Ruin Your Light Delivery



It is no longer necessary to expose your light delivery car to the violent shocks of rough roads which will quickly rack and ruin it. While these jolts and bumps cannot be avoided, they can be absorbed and the car protected by the use of Motz Cushion Tires.

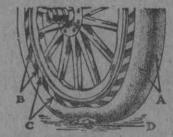
Motz Cushion Tires on your light delivery car will not on y give you longer service than solid tires, but will make your car ride as easily as if equipped with properly inflated pneumatic tires.

All leading makers of Electric Pleasure Cars now equip with Motz Cushion Tires in preference to solid or pneumatic tires. They realize that even on the most delicately constructed automobile the Motz Cushion Tire gives full resiliency.

Motz Cushion Tires

For Light Delivery Cars

This pneumatic resiliency is obtained by three ingenious features-double treads, undercut sides, slantwise bridges. These features are protected by exclusive patents which we own. And observe, too, that the Motz A-Shows double treads. Cushion Tire is quick-detachable. It fits any standard



clincher, universal quick-detachable or demountable rim and can, therefore, be replaced without removing the wheel. This means that your truck is never out of commission through tire trouble and that it is giving you full service at all times.

MOTZ Solid Tires for Heavy Duty Trucks

For heavy duty trucks-where load, you what owners of commercial cars not speed, is a factor—we recommend Motz Solid Tires on demountable rims. They possess the same quick-detachable feature as the Motz Cushion Tire and give the utmost in length of service. May we tell

using Motz Tires have learned of their efficiency and desirability? Simply send your name section of Motz sold Tire on on a postal for bookiet 24-B

See our exhibit at the Grand Central Palace Show, Section A, Space 5.

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Fitted on your chassis—whole job complete.

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FORD TAXICABS.